



**CITY OF SALINAS
COUNCIL STAFF REPORT**

DATE: OCTOBER 8, 2019

DEPARTMENT: SALINAS POLICE DEPARTMENT

FROM: ADELE FRESÉ, CHIEF OF POLICE

BY: ROBERT HAMPSON, SERGEANT

**TITLE: ECOLOGY ACTION AGREEMENT FOR THE PEDESTRIAN
AND BICYCLE SAFETY PROGRAM GRANT**

RECOMMENDED MOTION:

A motion to approve a Resolution authorizing the Mayor to execute an agreement with Ecology Action for the Pedestrian and Bicycle Safety Program Grant.

RECOMMENDATION:

It is recommended that the City Council approve a Resolution authorizing the Mayor to execute an agreement with Ecology Action to provide service for the Pedestrian and Bicycle Safety Program Grant.

EXECUTIVE SUMMARY:

The proposed resolution will enable the Police Department to contract with Ecology Action to provide the training to the community funded by the California Office of Traffic Safety (OTS) in the amount of \$100,000. The goal of the training events is to reduce the number of persons killed and injured in collisions involving pedestrians and bicyclists. The program includes classroom education, bicycle rodeos, community events, presentations, and workshops. The focus areas will include communities with older adults, and school-aged children. The grant funding has already been awarded to the City of Salinas and the City Council has already approved the grant agreement with OTS.

BACKGROUND:

Annually the California Office of Traffic Safety (OTS) makes funds available to local agencies to further their traffic enforcement and education efforts. The Salinas Police Department applied for and has been awarded OTS grant funding in the amount of \$100,000.00 to aid in its efforts to reduce the number of people killed and injured in pedestrians and bicyclists traffic collisions. This is the first time that the City of Salinas has been awarded money for the Pedestrian and Bicycle Safety Program. Ecology Action is a company based in Santa Cruz California. They are already

teaching students in Salinas schools with funding provided by a Monterey County Health Department Grant

Ecology Action has partnered with the Transportation Agency of Monterey County (TAMC) in hopes of serving every student in Monterey County with pedestrian and bicycle safety education by the time they finish 5th grade. In order to achieve this goal, Ecology Action works in close collaboration with several community partners, including TAMC, the Monterey County Health Department, the Monterey Peninsula Foundation, the Community Foundation of Monterey County, and others to provide support for these efforts. They seek to strengthen this coalition by working with the Salinas Police Department on an Office of Traffic Safety grant for the 2019-2020 fiscal year. During the 2019-2020 school year, the goal is to serve at least 17 elementary schools in Salinas with pedestrian and/or bicycle safety education. Additionally, Ecology Action is currently exploring a partnership with the Salinas City Elementary School District to serve another 3-5 schools through their after-school program.

Ecology Action is also launching a planning effort in collaboration with TAMC, Public Health, City Public Works and the Blue Zones initiative to survey every Salinas K-12 school. This two-year project (funded by Caltrans) will support community meetings and audits at every school to assess barriers to biking and walking. The final plan will provide an analysis of conditions at every school and a prioritized list of projects. The community engagement and project list will be used by the City to compete for funding to begin the build the many improvements that will make our schools safer for biking and walking.

In addition to the educational components provided by Ecology Action, their program includes distributing bicycle headlights and taillights during bicycle safety community events or bicycle safety courses. They will provide helmets at bicycle rodeos, workshops, and other community events. The proposed Family Fun Event will make a concerted effort to reach adults and particularly migrant parents.

CEQA CONSIDERATION:

Not a Project. The City of Salinas has determined that the proposed action is not a project as defined by the California Environmental Quality Act (CEQA) (CEQA Guidelines Section 15378).

STRATEGIC PLAN INITIATIVE:

Approving the proposed Resolution is consistent with the City Council's goal of an effective and efficient government.

DEPARTMENTAL COORDINATION:

The Police Department did not coordinate with any other city departments for this project.

FISCAL AND SUSTAINABILITY IMPACT:

Proposed funding from the Office of Traffic Safety is \$100,000.00, all of which will be used to support the Salinas Police Department's efforts to reduce the number of traffic collisions and fatalities. No matching funds are required from the City of Salinas to receive the grant funds. No impact to the City's General Fund is anticipated with the recommended actions.

ATTACHMENTS:

1. Resolution
2. Agreement